

DIFFERENT KINDS OF TOURISM IN MODERN WORLD

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Tourism has become an important source of income for many regions and even entire countries. The Manila Declaration on World Tourism of 1980 recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations" [1]. Therefore, tourism is one of the most popular ways of spending free time. It has huge influence on people and their life. On the other hand, there are a lot of different types of tourism and the more types the harder to develop each one.

Nowadays the tourism sphere is actively developing. More and more new types of tourism are appearing. Scholars divide tourism into three types, such as:

Domestic tourism (taking holidays and trips in your own country). An example of domestic tourism for Ukrainian residents would be, a family from Kharkiv taking a short break to the seaside resort of Odessa.

Inbound tourism (visitors from overseas coming into the country). Generally, when we use the term inbound tourism in Ukraine we are referring to the people from different countries travelling to Ukraine.

Outbound tourism (travelling to a different country for a visit or a holiday). When we use the term outbound tourism in Ukraine we are referring to the Ukraine residents travelling out of Ukraine. For example, you are an outbound tourist from Ukraine if you go to Spain on holiday.

Also, tourism has division by UNWTO. The World Tourism Organization is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide [2].

Talking about types of tourism it is prudent to start with nature-based tourism which is very popular nowadays. It consists of ecotourism, marine ecotourism, geo-tourism, agro-tourism and astrological tourism.

The second type is the so-called culture-based tourism. It involves cultural and traditional tourism, historical tourism and rural tourism.

The third type is special interest tourism, which includes health tourism, meditation tourism, ethnic tourism, sports tourism, adventure travel, home or farm stay, incentive travel, MICE (Meeting, Incentive, Conference, Exhibition) and mixed tourism.

Day by day tourism industry is becoming more and more complicated and by reason of enlarging of amount of their types it cannot develop at a steady pace.

So, to sum everything up, traveling is one of the most effective ways to see the world, experience new cultures and meet new people at the same time. For many tourists, however, traveling accomplishes many other purposes that don't even have anything to do with the joy of visiting a new place. This is why there are many different types of tourism that explain why tourists choose a particular destination and the things that they expect to do when they are there, but it has many types, which cannot develop equally.

References:

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PROSPECTS OF HOTEL INDUSTRE DEVELOPMENT IN UKRAINE

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The tourism industry is a set of disciplines connected with tourism (hotels, tourist complexes, campsites, motels, boarding houses, restaurant enterprises), which provide tourists with both accommodation and catering. With the increase in the number of tourists, the tourism infrastructure and its main component namely, the hotel sector, are rapidly developing. In modern conditions, hotels are forced to fight for recognition and respect, and if there is an opportunity to achieve it, the latter strive to expand their business [1].

The hotel business in Ukraine is characterized by dynamic development and becomes an important factor in the country's cultural and economic progress. On the one hand, the infrastructure of accommodation establishments in Ukraine doesn't comply with the international standards of living and recreation: the insufficient number of hotel enterprises, a small number of high-class institutions, lack of skilled professionals, the material and technical base is obsolete and requires modernization, there are no modern means of communication as well as information communication, effective and reliable protection systems, which is a prerequisite for obtaining a high level of service quality [2]. On the other hand, the hotel industry is the one with a growing level of competition on the hotel services market. Despite the complicated formation of market relations, in recent years many new hotels have been opened in Ukraine, people put up at hotels more often, and the number of travelers has increased. All these factors contribute to the improvement and expansion of hotel chains.

Until recently, the hospitality industry hasn't been considered as one of the most effective areas of economic development. We have got accustomed to the idea, that hospitality is a form of leisure, but not an important part of budget